FINAL REPORT

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COMPLETING THE STRATEGIC CIRCLE: FOCUSING ON SUSTAINABILITY AND PERMANENCY

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Prepared by: Saskatchewan AgInfonet Inc.

AGRI-FOOD INNOVATION FUND

Canada

Saskatchewan

REGINA, SASK
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PROVINCE of SASKATCHEWAN

Agriculture and Information Technologies

Completing the Strategic Circle:

Focusing on Sustainability and Permanency

Final Project Report

August 31, 2001

A Final Project Report on Results

Submitted to:

Ron Kehrig
Agri-Food Innovation Fund

Submitted by:

Saskatchewan Aginfonet, Inc.

Date:

August 31, 2001

1.0 Summary

Exciting and important opportunities exist in Saskatchewan to match the needs of agriculture, the largest and most important industry in the province, with the enabling and empowering information technologies coming from the very dynamic and rapidly advancing IT industry. The ag industry needs to continue to research, develop, test and implement new ways to use new Interactive Information Technologies[1]. This project was a part of this important change process.

For the last five or six years, Saskatchewan has gained experience and has been innovative in applying these technologies to agriculture. Much of this has come from the vision of industry initiatives, such as the AgriCarta initiative, the operations of the non-profit Saskatchewan Aginfonet, Inc., the Managing Technology for Agricultural Information program, the work at the Multi-Media Lab in the College of Agriculture, and other programs supported by provincial and federal government departments and initiatives.

This project involved efforts to lever and carry on the work of these past initiatives. The goal of this project was to help position Saskatchewan as a leader in applying new Interactive Information Technologies to the agricultural industry. The key objectives of this project were:

1. build upon existing areas of expertise and experience.

2. develop relationships between key Saskatchewan stakeholders and their specific areas of expertise.

3. build supporting infrastructure to encourage sustainability and permanency in existing programs and services to enable long lasting economic benefits.

Initial Strategy:

Initially, four main strategies ("activities" under the project plan and budget) under were identified and funded under this project to support these three objectives:

1. an Agriculture/Interactive Information Technology Resource position was established at the University of Saskatchewan.

2. Saskatchewan Aginfonet, Inc.'s existing resource pool of expertise in applying Interactive Information Technology to agriculture was assigned to promote Saskatchewan's expertise outside of the province and spread awareness.

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[1] For the purposes of this project and report, "Interactive Information Technologies" includes such technologies as CD ROM, Internet, Extranet, Intranet, and Satellite delivery of services and information in ways that allow the user to "dialogue" or "interact" with the service, making requests and receiving a response. This is to differentiate from the much broader subject of information technology that includes software development, etc.

3. a focal point or "hub" on the Internet was established where information and services of interest to those involved in applying Interactive Information Technologies to agriculture could be exchanged and offered. (However, the concept of this "Virtual Community of Excellence" on the Internet made up of the organizations, institutions, and businesses in Saskatchewan never really caught on, as is explained later in the report.)

4. promote and increase Saskatchewan agriculture and food exports through the use of Interactive Information Technologies.

Amended Strategy:

In May 2001, an amended strategy was developed by Saskatchewan Aginfonet, Inc. and approved by Agri-Food Innovation Fund (AFIF).

Concerning the third strategy, significant changes in the Internet world in the last 18 months resulted in the reluctance of industry stakeholders to make a commitment to the concept of the "Virtual Community of Excellence." Although initial reactions to the project plans were positive, stakeholders later showed little interest in working together to create a useful resource for the industry. Some of this coincided with the "melt down" of the dot.com world and the growing questioning of how to get a return from on-line initiatives. Therefore this strategy was curtailed and remaining funds and resources were diverted to a new strategy.

Regarding the fourth strategy, these changes in the Internet world also contributed to the reluctance of exporters to offer their products to an international market over the Internet. Another contributing factor was the fact that creating and building an on-line store for exporting requires tremendous dedication and commitment, as it can be a very complicated and tedious process. There was an understandable reluctance to make the commitment necessary to change the company's processes and refocus significant company resources into an area that might not have immediate returns, especially when compared to other opportunities competing for the company's resources that might provide more immediate returns.

To continue to invest in Strategies ("Activities") 3 and 4 was no longer seen as an appropriate investment of AFIF money, therefore a new strategy was developed and approved (see attached appendix for copies of the letter requesting the amendment and the approval letter). Under this new strategy, activities were undertaken which would, in a more general sense, create awareness, encourage "experimentation", and develop support for the use of e-commerce by Saskatchewan producers and agribusiness.

2.0 Technical Report

2.1 Background and Objectives

AFIF recognized at an early stage the opportunity to use information technology to help the agricultural industry become more competitive by:

- providing timely, topical and relevant information to assist with management decisions,
- assisting and enabling the marketing of production,
- communicating.

Saskatchewan Aginfonet, Inc. submitted a project proposal to AFIF on June 8, 1999 titled "Completing the Strategic Circle – Focusing on Sustainability and Permanency". On September 22, 1999 Saskatchewan Aginfonet, Inc. was advised that the AFIF Board had accepted the proposal. Work on this project did not begin immediately however preparation and planning began in early October. Work on this project began November 15, 1999.

The project's overall objective was to encourage a coordinated agricultural information technology infrastructure in Saskatchewan by promoting cooperative partnerships to encourage developing and utilizing information technology.

The project initially focused on building relationships among existing stakeholders to enable permanent benefits from AFIF Information Technology projects, and other recent initiatives like Saskatchewan Aginfonet, inc., the College of Agriculture's Multi-Media Lab, and new initiatives like the Regina IT Research Park. Further developing a "critical mass" of complementary expertise was seen to have the potential to provide synergy to make everyone stronger. While individually the stakeholders were having various levels of success, the project was seen as a means for some of these fledgling successes to build a stronger collective approach with the hope that many of these could become self-supporting.

2.2 Project Activities, Achievements, Papers Written

The project activities fall into five main areas and each one of these will be reported on separately.

STRATEGY (ACTIVITY) 1

Establish an Agriculture/Interactive Information Technology Resource position at the University of Saskatchewan.

Brad Hanaback was hired to start April 3, 2000 for a 15-month term. In June 2001, the term of the project was extended, and Brad remained on staff until August 31, 2001. Brad possesses both an Education and Computer Science Degree, and has previous experience working with and training university faculty and staff on using multi-media tools.

Although Brad did not officially start until April 3, 2000, he did attend the Saskatchewan Aginfonet, Inc. annual conference on March 23, 2000, giving him the opportunity to meet with Saskatchewan Aginfonet, Inc. staff, and learn more about e-business applications for agriculture.

Over the course of his term, Brad became a valuable asset to the University of Saskatchewan and to Saskatchewan Aginfonet, Inc. Attached in an appendix are three testimonials provided by those who benefited from his work.

His work at the University of Saskatchewan Research Park and Saskatchewan Aginfonet, Inc. involved several different aspects:

- **Developing, Troubleshooting and Maintaining Databases**:

  Brad was involved in the development, repair and maintenance of several databases for the College of Agriculture and the Western College of Veterinary Medicine. These included development of databases to track and manage research grants, graduate student information, and veterinary tests and results.

- **Creation of Posters:**

  Brad assisted in the development of six posters for the College of Agriculture

- **Development of Presentations:**

  Brad was involved in the design and development of may presentations using multi-media. These presentations were used in research, grant proposals, course presentations, and in general presentation of material. The following is a brief overview of some of the presentations he was involved in.

He worked on eight different multi media presentations for Dr. Harvey. These dealt mainly with barley research. He was the chief developer for these presentations, inserting text, pictures, animation, and other aspects of a presentation.

He worked on eight different presentations for Dean Barber. These presentations have been on various topics. He developed presentations for the dean that were used in China and Mongolia and developed presentations that were used for political dignitaries. In most cases, he collaborated with the College of Agriculture's Communications Manager to develop these presentations.

He worked on seven different presentations for the College of Agriculture. These presentations dealt with different areas of research or information. In all cases, he was the chief developer and designer for the presentations. These have varied in topics from orientation introduction for students to information about the College for China and Argentina. In most cases, he collaborated with the College of Agriculture's Communications Manager to develop these presentations.

He took an active roll in the development of six different presentations for the College of Agriculture. He worked on developing images, creating animation, condensing presentations, and other tasks on these different presentations. These presentations varied from Foot and Mouth Disease research to implementing wildlife as livestock.

- **Multi-media and Computer Training**:

This was the main focus of Brad's position. Over the course of his term, Brad taught a total of 45 formal classes. Each course ran for six hours with a maximum of ten students per course. On average, there were eight students per course. The following is a breakdown of the courses taught:

- Windows 98 – 2 courses
- Introduction to computers – 1 course
- Power Point introduction – 10 courses
- Power Point advanced – 5 courses
- Word level 1 – 2 courses
- Word level 2 – 5 courses
- Word advanced – 2 courses
- Excel level 1 – 5 courses
- Excel level 2 – 5 courses
- Excel advanced – 2 courses
- Access level 1 – 3 courses
- Access level 2 – 1 course
- Internet basics – 1 course
- Web development – 1 course

Invitations to other organizations in the Saskatoon Research Park were extended, but most attendees were from the College of Agriculture, Western College of Veterinary Medicine, and graduate students.

Informal courses were also given in different areas. Around eleven courses were offered in an impromptu method. These include working with Word Perfect, using the Microsoft image gallery, creating a kids coloring book with Power Point, and creating multimedia.

One-on-one training sessions were another important role for Brad. These were on a variety of topics, including image processing and scanning, specific program training (i.e. File Maker), data analysis, digital camera usage, and database design. These sessions would last from an hour to a whole day.

- **Technical Support:**

Brad provided a great deal of technical expertise and support at the University of Saskatchewan. This included troubleshooting of individual problems dealing with software, e-mail, etc, as well as in overall computer systems support. He often assisted the College of Agriculture's Computer Support Technician, aiding in the installation, repair and troubleshooting of computers, networks and computerized research systems.

- **Marketing and Promotions:**

Brad often collaborated with the Communications Manager of the College of Agriculture on different marketing and promotions projects. His level of involvement included that of advisor, photographer, and event planner.

- **Support of and Participation in Saskatchewan Aginfonet, Inc. Activities:**

Brad also worked a great deal with Saskatchewan Aginfonet, Inc. staff at major trade show events. He staffed tradeshow booths and assisted with setting up and dismantling the booth and tradeshow equipment.

He also worked to promote Saskatchewan Aginfonet, Inc. and its services to members of the Saskatoon Research Park Community. As a result, the relationship between the University of Saskatchewan and Aginfonet has strengthened.

STRATEGY (ACTIVITY) 2

Further develop Saskatchewan Aginfonet Inc.'s existing expertise in applying Interactive Information Technology to agriculture, and market and promote

This activity involved attending and participating in a number of events outside the province. The following is an overview of the events Saskatchewan Aginfonet, Inc. participated in under this activity:

- In November, 1999 Faith Martin, representing Saskatchewan Aginfonet, Inc., attended Agri-Trade in Red Deer, Alberta. In 1999, over 80,000 people attended the show.

- Faith Martin and Terri-Lynn Holownia, representing Saskatchewan Aginfonet, Inc., staffed a booth at Manitoba Ag Days in Brandon, Manitoba on January 18 to 20, 2000. Annual attendance of this show is approximately 25,000 and is Manitoba's largest farm show.

- Doug McNair, representing Saskatchewan Aginfonet, Inc., attended the Ivey International Business Conference in Whistler, BC April 5-7, 2000. The theme for this conference was "Profiting From E-Commerce - A Business Model for the Future". Delegates had the opportunity to listen to world-class speakers talk about their own experiences and outlooks on e-commerce. Focus was on theory, applications, finance and investment opportunities. Presentations and speaker profiles are available on-line at http://groups.ivey.uwo.ca/ ivey bc/Keynote.htm. This event has enhanced Saskatchewan Aginfonet, Inc.'s ability to assist agri-businesses grow their businesses using the Internet as a tool.

- Richard Kies, representing Saskatchewan Aginfonet, Inc., attended the "Next Wave E-Communication" conference in Toronto on Sept. 24-26, 2001. The purpose of the conference was to learn online competencies, and explore e-communication strategies in order to improve organizational performance. He was able to attend sessions on the following topics: Online Public Relations, Branding on the Web, Personalizing Marketing, Measuring Image and "Buzz", and Building an Online Community.

- The benefit of this conference to the Saskatchewan agriculture industry was in the knowledge and expertise gained that was applied to the business of Saskatchewan Aginfonet, Inc., particularly in the area of working with Saskatchewan manufacturers and agri-retailers to promote their products and services over the Internet

- Faith Martin and Rhonda Hipperson, representing Saskatchewan Aginfonet, Inc., attended the e-commerce for Agribusiness USA in Chicago, Illinois on October 12-13, 2000. Attendees included senior executives representing agribusiness organizations from Europe, Asia, the United States, and Canada. Presentation topics pertained to the development of e-commerce applications for agriculture. The conference presented an excellent opportunity to network and develop relationships

for future contact on global agriculture e-commerce developments. Rhonda and Faith provided a summary of learnings from the conference to their peers and have included information from the conference in external presentations.

- Faith Martin and Richard Kies staffed a booth at Agri-Trade in Red Deer, Alberta in November 2000. Annual attendance at this event reaches up to 80,000 people.

- Faith Martin and Richard Kies staffed a booth at Manitoba Ag Days in January 2001. Richard also gave a presentation on agriculture and the Internet. Annual attendance at this show is estimated at 25,000.

- Kent Bittner, Rhonda Hipperson and Doug McNair attended and exhibited at the CAAR annual convention in Edmonton in January 2001.

- Richard Kies and Brad Hanaback staffed a booth at Northlands Farm and Ranch Show in Edmonton in March 2001. Annual attendance at this show is estimated at 40,000.

STRATEGY (ACTIVITY) 3

Develop an Agriculture/Interactive Information Technology Virtual Community of Excellence

Basic development and design of the Virtual Community of Excellence website was completed in June 2000. Potential participants were contacted via direct mail, e-mail and eventually by phone, and most verbally committed to participate.

Official launch of the site took place in January 2001. Features of the website included website and e-mail links to industry stakeholders interested in reaching those involved in applying information technology to agriculture. Participants were also asked to submit success and news stories for posting on the site.

Due to a lack of industry stakeholder interest and support, Saskatchewan Aginfonet, Inc. made the recommendation that further development of the Virtual Community of Excellence be undertaken. In May, 2001 Saskatchewan Aginfonet, Inc. recommended that AFIF consider reallocating remaining funds to more general support and encouragement of e-commerce to Saskatchewan producers and agriculture businesses. This recommendation/request was approved in May 2001.

The Virtual Community of Excellence website still resides on the Internet at www.aginfonet.com and can be accessed through the AgriCarta home page. The website will not be maintained however, and will be removed from the Aginfonet.com website this fall.

STRATEGY (ACTIVITY) 4

Develop Export Potential through using Interactive IT – Increase Agriculture and Food Product Exports

As part of this activity, Saskatchewan Aginfonet, Inc. spent time working to promote Saskatchewan expertise to a national and international audience, and to promote the use of the Internet to agri-businesses who export products and services outside the province of Saskatchewan. This included attending, exhibiting and presenting at tradeshows and other events across western Canada.

The following is an overview of the events Saskatchewan Aginfonet, Inc. participated in under this activity:

- Faith Martin and Terri-Lynn Holownia, representing Saskatchewan Aginfonet, Inc. each spent a week in Alberta and Manitoba respectively at the end of October/beginning of November of 1999 promoting Saskatchewan expertise, the Aginfonet and AFIF internet initiatives and its affiliates to producer groups, provincial government employees, etc.

- The Aginfonet/AgriCarta booth was set up at Agribition in Regina in November 1999. Annual attendance of this show is over 150,000. Saskatchewan Aginfonet, Inc. activities were promoted to both producers and agri-business.

- In November 1999 Terri-Lynn Holownia attended FarmFair International in Edmonton. It featured a large livestock and trade show. She was able to promote Aginfonet initiatives, and its affiliates to a number of producer groups and businesses from across western Canada.

- In January 2000, Faith Martin and Terri-Lynn Holownia staffed a booth at the Western Canadian Crop Production Show in Saskatoon.

- On March 23, 2000 Saskatchewan Aginfonet, Inc. held its second annual conference in Saskatoon. Over 110 attendees were present to discuss the opportunities that e-business applications are bringing to the agriculture industry. Ron Eisses from IBM Canada was well received with an extended question and answer session following his presentation. Dan Weber shared personal experiences gained from creating and maintaining a business plan for his successful online company. The panel of speakers, moderated by Kevin Hursh proved to be dynamic and educational and Doug McNair concluded the day with insights from Saskatchewan Aginfonet, Inc.'s experience in developing e-business strategies for agricultural companies.

- In June 2000, Saskatchewan Aginfonet, Inc. staffed a booth at the Western Canadian Farm Progress Show. This show has an annual attendance of around 40,000. Saskatchewan Aginfonet, Inc. also participated in the Exporter Member Program, and gave a presentation on using the Internet to export agricultural products.

- In October 2000, Richard Kies and Rhonda Hipperson, representing Saskatchewan Aginfonet, Inc. exhibited and presented at the PIMA convention in Regina. Saskatchewan Aginfonet, Inc. hosted four workshops where PIMA members were educated on using the Internet to market to an international audience.

- In November 2000, Saskatchewan Aginfonet, Inc. staffed a booth at Agribition.

- In January 2001, Faith Martin and Brad Hanaback staffed a booth at the Western Canadian Crop Production Show

The second part of this strategy ("activity") involved building the infrastructure and working directly with exporters to encourage using the Internet to export agricultural products. Saskatchewan Aginfonet, Inc. worked closely with organizations such as STEP, the Saskatchewan Food Processors Association, PIMA, and CAAR as part of this activity.

In March of 2000, Saskatchewan Aginfonet, Inc. introduced MAINstreet Marketplace, where exporters and other merchants could sell their products and services using secure technology. MAINstreet Marketplace was designed to assist agri-businesses sell their products over the Internet. It offered a lower-cost, lower risk entry into electronic commerce than a stand-alone store by providing the required technical knowledge and infrastructure.

MAINstreet Marketplace launched its first on-line export store for Last Mountain Berry Farms in March 2000. Last Mountain Berry Farms are well known throughout Canada and the U.S. as the makers of a variety of old fashioned, quality jams, and spreads and other related products. All Last Mountain Berry Farm products are processed at the family farm located just outside of Southey Saskatchewan, using fruit grown on the property as well as from other suppliers.

MAINstreet Marketplace officially launched its second on-line export store in June of 2000 for Riese's Canadian Wild Rice.

Over the course of this project Saskatchewan Aginfonet, Inc. worked to develop other e-commerce services that could help exporters and other ag related businesses sell their products over the Internet. This included the technical development of "buy now" buttons, on-line catalogues and customized solutions

By the spring of 2001, however it was decided that the industry is not quite ready for this type of service. Building and maintaining an on-line store requires a great deal of time and commitment. Agriculture and other industries have yet to establish successful business models for electronic commerce, and exporters are reluctant to "jump in" with the dedicated resources to make an on-line store a success. It was decided that to continue to invest AFIF money in this activity was not a good use of these funds, given the industry's readiness to embrace these tools, so it was decided to recommend an

adjustment to the project's strategy. In the spring of 2001, both participating merchants decided to no longer participate in MAINstreet, and the feature was dropped from the Aginfonet.com website.

A revised strategy ("activity") to more generally encourage e-commerce for Saskatchewan producers and agribusinesses was identified by Saskatchewan Aginfonet, Inc. as more appropriate for the industry at this time and was approved by AFIF in the spring of 2001.

REVISED STRATEGY (Replacing 3 and 4)

Encourage and support the use of e-commerce for Saskatchewan producers and agribusiness.

Saskatchewan Agri Business Efforts:

The main objective of this activity was to encourage agri-businesses to use the Internet to market their products and services over the Internet. During the spring and summer of 2001, Saskatchewan Aginfonet, Inc.'s two agrologists, Faith Martin and Terri-Lynn Holownia worked with agri-business across Saskatchewan to encourage them to use the Internet for their business purpose.

One of the results of this effort are the following ag businesses in Saskatchewan are beginning to promote their products and services over the Internet:

- Parrish & Heimbecker, Allan, Saskatchewan
- Alysham Agro Ltd., Alysham Saskatchewan
- Midwest Agro Ltd., Davidson, Saskatchewan
- Northstar Fertilizers, Hudson Bay, Saskatchewan
- Double K Agro Ltd., Ivermay and Foam Lake, Saskatchewan
- Blair's Fertilizer, Lanigan, Saskatchewan
- Input Management Agro, Meath Park, Saskatchewan
- Paragon Ag Services Ltd., Melfort, Saskatchewan
- Ren Gro Fertilizer Ltd., Milestone, Saskatchewan
- Mid-Sask Ag Services Ltd., Osler, Saskatchewan
- Parrish & Heimbecker Ltd., Quill Lake, Saskatchewan
- Soilutions Ag Ltd., St. Brieux, Saskatchewan
- Wendland Ag Services Ltd., Waldheim, Saskatchewan
- Dunham Ag Services Inc., Watrous, Saskatchewan

Saskatchewan Producer Efforts:

Another objective under this activity involved working with agricultural producers in Saskatchewan to encourage the use of e-commerce. This included participating in and attending the following events:

- Saskatchewan Aginfonet, Inc. staffed a booth at the Western Canadian Farm Progress Show in Regina in June 2001.
- Faith Martin attended a PFRA Field Day in Indian Head in July 2001.

Saskatchewan Producer On-line Research:

As well, market research was done through an on-line survey on the Aginfonet.com website to determine how Saskatchewan producers are using the Internet for e-business. This information will be shared with Saskatchewan agri business in the fall of 2001 and will help them with their e-business investment strategies and plans.

The following is a brief outline of the results obtained from Saskatchewan respondents. This table summarizes the type of transactions and activities Saskatchewan producers are willing to participate in.

Activity	Have done		Intend to in next 12 months	
	Yes (%)	No (%)	Yes (%)	No (%)
Sign a grain contract	11	89	50	50
Participated in on-line auction	19	81	55	45
Inquired via e-mail about products or services on-line	84	16	95	5
Ordered products/services on-line	53	47	79	21
Purchased products/services on-line with a credit card	46	54	64	36
Conduct on-line banking	55	45	75	25

The following table summarizes the type of items Saskatchewan producers are willing to order or purchase over the Internet.

	Yes (%)	No (%)
Crop Inputs	79	21
Fuel/Lubricants	64	36
Custom Services	60	40
Farm Machinery	85	15
Machinery Parts	91	9

All Saskatchewan producers indicated they research farm related purchases over the Internet prior to making a purchasing a decision.

This research indicates that Saskatchewan producers are becoming more comfortable with using the Internet as a business tool. In the summer of 2000, Saskatchewan Aginfonet, Inc. did an on-line survey that indicated only 34% had used a credit card on the Internet. Over half of the respondents of that survey were Saskatchewan producers. This year 46% of Saskatchewan producers said they had used a credit card for on-line purchases, while 75% indicated they were willing.

2.3 Further Development and the Future

Work done with producers and agribusinesses under this project and its strategies will result in faster uptake of Internet technologies for the agriculture industry in Saskatchewan, and contribute to the long-term sustainability of past investments by AFIF.

In the opinion of Saskatchewan Aginfonet, Inc. and those involved in this AFIF project there is a legitimate role for government and industry to work together under programs like AFIF to help an industry consider new ways of doing things and to encourage adoption of new technologies in order to speed industry change to make it more globally competitive.

Saskatchewan took an interesting, unique approach to encouraging the adoption of on-line agriculture by farmers and the industry and we believe the province is a head because of it.

3.0 Personnel

Update as of August 31, 2001:

Hewlett Packard DeskJet 950C Color Inkjet Printer
Hewlett Packard ScanJet Scanner
Nikon CoolPix 800 Digital Camera

Software:
Microsoft Office 2000 Professional Edition – Site License addition
Macromedia Dreamweaver and Fireworks Bundle
Adobe Photoshop Deluxe
Visual Design for Instructional Multimedia – a digital book

5.0 Project Photos

Update to August 31, 2001:

Screen shots of the Virtual Community of Excellence.

6.0 Innovation Fund Acknowledgement

No new collateral material or press releases were produced since the last report. A copy of the 2000 user guide and e-business conference brochure is enclosed.

7.0 Project Public Information Materials

The Saskatchewan Aginfonet, Inc. /AgriCarta display has appeared at the following trade shows during the period of this project:

- November 22-28, 1999 – Western Canadian Agribition
- January 11-14, 2000 – Crop Production Show
- January 18-20, 2000 – Manitoba Ag Days
- February 15-17, 2000 – CAAR (Canadian Association of Agricultural Retailers) Convention
- March 23, 2000 – Aginfonet Conference
- Western Canadian Farm Progress Show, June 21-24, 2000 in Regina
- PIMA Convention, October 2000, Regina
- AgriTrade, November 8-11, 2000 in Red Deer
- Crop Production Show, January 2001, in Saskatoon
- Manitoba Ag Days, January 2001, in Brandon
- CAAR Convention, February 2001, in Edmonton
- Northlands Farm and Ranch Show, March 2001, in Edmonton
- Western Canadian Farm Progress Show, June, 2001, in Regina